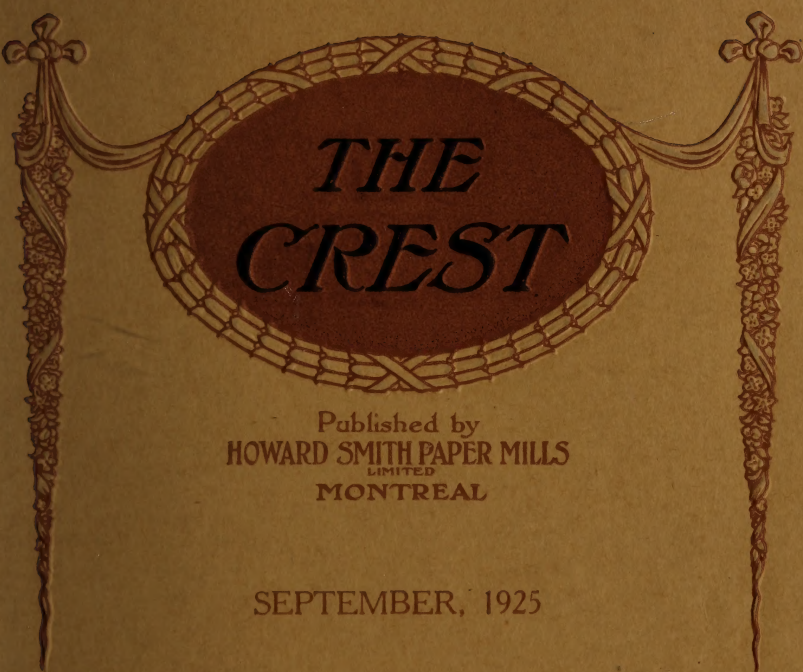




THE CREST

Published by
HOWARD SMITH PAPER MILLS
LIMITED
MONTREAL

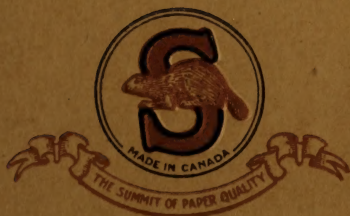
SEPTEMBER, 1925

LIBRARY

REFERENCE

89-m-1.2

GILCHRIST-WINGET
LIMITED
TORONTO



The Crest



LIBRARY
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LIMITED
TORONTO

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SEPT. 1925

No. 8

IT'S COMING—AS USUAL WITH A RUSH



HOLIDAYS are over, for those who had them. A definite day by day, week by week, month by month and season following season lies ahead, all very similar and largely a repetition of previous years. Just look at the calendar, October, November, December, Christmas and New Year's—very much like other years, isn't it?

Think of the universal Christmas rush. Why does it always, year after year, have to be? Everybody knows that the 25th of December is coming. Or again, why is it that man seems to be willing to follow blindly whichever way the rest lead? Some don't, and rise to fame and wealth. Others step out and fail. But, the rut leads on pointing the way to the large majority.



To-day throughout Canada there is a material and business need for men who will step from out the channel of usual and regular following of previous years' habits. There is need of business and government with vision beyond to-day. And the type of men, who can accomplish instead of dream and follow, will be found amongst those, who, as it were, can do their Christmas shopping early and differently.



HAVE YOU NOTICED?

PERHAPS, like ourselves, you have been impressed with the growth of the use of antique paper in publications and magazines of more than passing note.

Such names as Century, Vogue, Scribners and others mean leadership, and position in the word of editorial affairs.

Sometime ago Century announced that it would be entirely printed on antique paper and that its illustrations would consist of line drawings, a type of sketch which intrigues the reader and helps his imagination to wander off into realms and atmosphere appropriate to story and essay.



Then came Scribners—a few months ago, interspersing through its pages, whole sections printed on antique paper—with a wealth of artistic drawings in pen and ink.

Next we noticed Vogue, of all imaginable publications, using white and tinted inserts of antique paper. Flat colours were used in the illustrations with pen and ink outline.

Why then this growing tendency? There is a definite appreciation among people for craftsmanship. Antique papers present a “bookish” feel and appearance, and above all are easy, soothing and tempting to the eye, when printed with a suitable type. Antique papers are apparently more enticing to readers, in the opinion of these magazines, and the first duty of an editor (or advertiser) is to get his message read. Herein lies a new angle for many, who wish to present Catalogue, Booklet or Folder in an atmosphere, which will help it to be read, and which automatically suggests quality and an appreciation of the finer things.

◆ ◆ ◆

PLAY WITH LETTERS

Oh, merchant, in thine hours of e e e,
If on this poem you should c c c,
Take my advice, and now be y y y,
Go straight out, and advert i i i !
You'll find the project of such u u u,
Neglect can offer no ex q q q ;
Be wise at once, prolong your d a a a,
A silent business soon d k k k !

Bemrose Publicity.



AND, THEN, WE DAMN THE WHOLE WORKS

We send out Salesmen . . . , but . . .

IT was the sales manager, who was talking. The afternoon had been given over to "business golf." The big chief and three executives had gone off for a foursome. "We can get some fresh ideas out there," said the old man, really dreaming of the chance to try out a new mashie; and the afternoon passed on with all golf and no business. But brains had cleared and the cool of evening had brought conversation back to the most vital interest of all—business.

The sales manager listened to the trend of thoughts and the discussion. Generalities were outnumbering decisions and facts.

The outside reputation of this old established house was suffering. In spite of financial solidity, integrity, success of many years, returns were showing a falling off in the tabulated summaries. Sales were falling and costing more to



get. Competition was prying off profits into other pockets. Reports from the contact line showed that dealers and salesmen were faced with a condition where other products were thought to be better by buyers in general.

The dead ashes from a pipe were knocked out on the edge of the gallery railing.

"Well!", it was the sales manager who was talking. "I can put my hand on one definite fault, which we can easily correct. Our presentation to the outside is not at all on a par with our product and in one case at least below our competitors. And has been so every since we adopted policies of retrenchment. And I have evidence to prove that it is hurting us."

"We send out Salesmen," he continued with growing vehemence. "We buy them motor cars, railway tickets and Pullmans. We tell them to go to good hotels and we allow them reasonably generous expense accounts. We pay for some entertaining. They on their part wear decent clothes and on the whole present an above the average appearance. All this effort makes impressions on hundreds and perhaps a thousand or so."

"Then!—when we go to tens of thousands and even millions—Then we damn the whole works by our ideas of retrenchment. Our publicity to the mass is low grade. Even our head office letterheads and sales letters after all this previous dollar expenditure come limping along to buyers looking like tramps from a slow freight—poor



printing, and poor paper—cheap. We spend a whacking lot of dollars for appearances and then damn the whole show to save—What is the real cost of good paper in a letter?—something like .0028 cents on a letterhead, or similar fractions on other printed publicity. So you see. Well! that's my business contribution to a very pleasant day."

Over in the corner the Big Chief's cigar had become a round red glow. "Charlie" he said, "You are a pretty straight hitter. If you'll tell me where I can get a decent mashie I'll see if we can't manage to loosen up a bit when we present ourselves to dealers and ultimate "consumers."

◆ ◆ ◆

WHEN YOU CONSIDER!

A little sparkle and suggestion may make a sale.

WHEN you consider the envelopes going out day by day, many of them under postal weight, containing nothing but not-always-welcome invoices and statements and routine correspondence; when you consider these and that thousands are going to customers and prospects, dealers and consumers, why not follow a generally growing custom and get full value for the postal fare by including an advertising blotter? A bit of colour and suggestion will do good sales work at an amazingly low price.

◆ ◆ ◆

If you flirt with Satan, you must expect to have a devil of a time.

—Jobs.



EIGHTY HORSE POWER

We have received the following kind advice from a friendly admirer of our publication, and many years a resident in Mexico:

YOU seem to be a great advocate of a strenuous life for the business men who patronize your firm. They should advertise, hustle, use fine letter-heads for P.O. advertising and then spend all the rest of the twenty-four hours despatching orders and keeping an eye on their accounting department."

"Excuse me, but this is living at the rate of the 80 H.P. of their potentiality. This is a great mistake. The man who wishes to live four score years should not employ more than 25% of his 80 H.P. in any kind of mental or manual work."

"If you employ 100% you will die at twenty; 75%, at 40; 50%, at sixty and if you only use 25%, you will probably live to be an octogenarian, with a fighting chance to attain centenary honours."

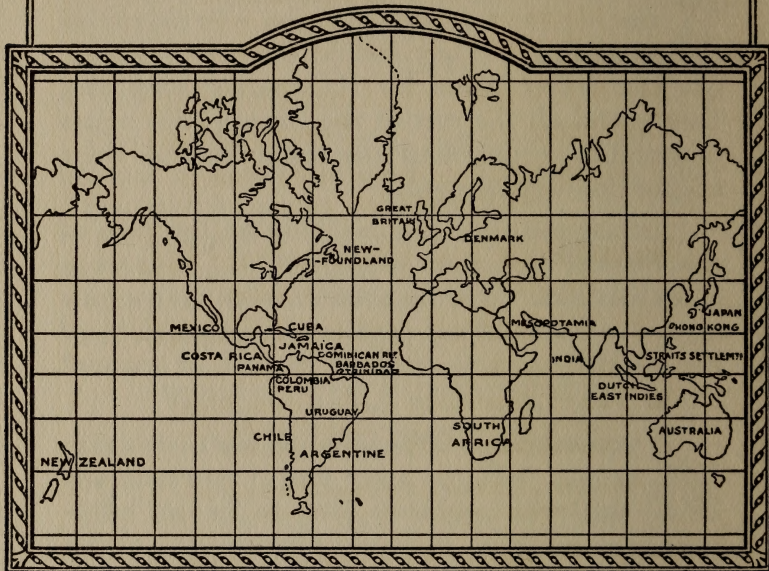
"Only asses, here, use more than 50%, and as we keep our works well oiled with cognac, scotch whiskey, or "tequila," when the former lubricants are not obtainable, most of us have managed to attain normal longevity."

"Dont fail to keep on sending me—"THE CREST."

C. J. S. HALL. *Archit.*

AVE. JUAREZ, No. 29.

TOLUCA, Edo. de Mex. MEXICO.



Howard Smith Paper Mills Limited
with
Representation & Distribution
in the Following Countries

<i>Great Britain</i>	<i>New Zealand</i>	<i>Dominican Republic</i>
<i>Denmark</i>	<i>Hong Kong</i>	<i>Trinidad</i>
<i>Mesopotamia</i>	<i>Japan</i>	<i>Barbados</i>
<i>South Africa</i>	<i>Mexico</i>	<i>Argentina</i>
<i>India</i>	<i>Costa Rica</i>	<i>Uruguay</i>
<i>Straits Settlements</i>	<i>Panama</i>	<i>Chile</i>
<i>Dutch East Indies</i>	<i>Cuba</i>	<i>Peru</i>
<i>Australia</i>	<i>Jamaica</i>	<i>Colombia</i>
	<i>Newfoundland</i>	

After hours of careful consideration the
Judges chose the name

VELVALUR

which won the First prize [[\$100.00]]
in our recent paper naming contest for
printers and which has been adopted
as the regular trade name for the paper.

Mr. S. J. Vogan, MacLean Publishing
Company - - - Toronto, Ont.

was the First Prize winner of the Contest
which closed July 25th.

Second Prize \$25.  Second Prize \$25.

Employer

Employee

VELVETONE

CLEARSTONE

Submitted by

Submitted by

Mr. John H. Thompson
Thompson & Sons
Thorold, Ont.

Mr. Edwin Wood
Leader Publishing Co.
Regina, Sask.

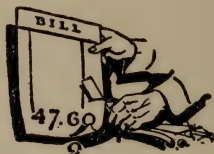
*Prizes were awarded as well, to Printer Employers and
Employees in each of the nine Provinces.*

1265 Printers Suggested Names

VELVALUR is not a coated paper but is a
finely finished sheet of good bulk. It folds
without cracking, an important consideration with
Broadsides, and takes halftones of fine screen.
Many fine illustrated booklets and folders have been
printed on this paper and always at a saving.
Therefore for big editions it is always a consideration.

Ask your printer to show you samples

HOWARD SMITH PAPER MILLS
LIMITED



CREDITS AND SALES

IF some of the credit and accounting men were moved over to the salestaff, and some of the salesmen were transferred over to the collection department, business would greatly improve in the organization which could undertake such an experiment.

Credit men would see that even collection letters can be productive of Sales as well as keep a cordial relationship conducive to leading the buyer, with his wants, always first, to the offerings of their house.

And salesmen would learn that, accurate and detailed (fool proof) particulars as to price, delivery and how to buy what is offered, will greatly aid in the quick and smooth collection of accounts.

A good test as to the effect of letters being used by any one firm would be to take any letter received, which by its tone irritates or offends; or if a sales letter, one which does not give complete information, and compare these with the ones being used by the firm making the test.



In both credit collection and sales work, authorities agree that the opening paragraph is very important. It is there that attention and interest is aroused. Let the point then here be made as an American paper company has advertised. "Remember the opening paragraph to every letter you mail—is paper."

CHARACTER

THE Something called Character is not achieved over night or created at will. It is a structure founded and maintained by performance. No way has been invented to hurry it, but when it is attained it makes past achievement an enduring part of Today and a guarantor for Tomorrow.

Says Paper, "I neither hear, smell, taste nor feel," but your customer does all these and sees as well, and from these he knows—YOU.

Not to-day, nor to-morrow, nor next year; but what of Canada ten years from now? Some will answer correctly and amongst them will be the millionaires and leaders of that period.

When someone invents dry ink then will be time to stop thinking of blotters.

It's the signature which makes a cheque good, just as the right paper, type, ink, art, printing and the correct address make advertising mailings pay.



TO THE SEEKER AFTER INDIVIDUALITY

Beaver S supplies a paper touch.

The need for Greeting Cards is almost upon us.

YOUR artist and printer will be glad to start early on this work. Those who are forehanded will enjoy deliveries without worry and rush and the result will be more satisfactory.

The "Beaver S" range of Made-in-Canada Covers offers you a large assortment of weight, colour and finish. The colours are particularly attractive. Your printer will be glad to show you samples of the whole range. Give him a call to-day and remove one of the imps of Christmas rush.

— and —

There is only one Made-in-Canada blotter. It's "Beaver S" made by the Howard Smith Paper Mills Limited. While we know that much of its popularity is due to its native production, yet as manufacturers we have not been content to rest only on the appeal of "Canadian Made."

We have continued to carry on and experiment and develop its quality. The best that Science and Craftsmanship can produce is our aim, so that its popularity may rest on itself as well as because of home production.

During autumn and early winter advertising blotters are ordered by millions. It's worth while to insist on seeing samples and to specify Canadian made Blotting.



PRINTING

UNTIL the discovery of printing from movable blocks, the dissemination of knowledge was a slow, laborious and haphazard matter.

It was possible for a country or coterie of one kind or another to practically possess the monopoly of learning and culture. When the thoughts of men found a vehicle for their conveyance that was at once cheap and effective, civilization burst its bonds and began to spread in all directions.

The knowledge of nearly all those things we call good or advantageous for a nation is acquired through the medium of the printed word.

Whether it be the sage conclusion of philosopher, report of a health committee or merry jest of some wit, it is through the use of printing that it comes to the knowledge and understanding of the "man in the street."

The Paper Industry has had a large part in the spread of learning. Improvements in methods resulting in a better, less expensive product have made it possible for all men everywhere to have access to the wisdom of the ancients and to keep informed on current affairs.

◆ ◆ ◆ *Empeco News.*

In the printed product—more haste less taste.



GETTING TWO FOR ONE OR BUYING AT HALF PRICE

THIS suggestion works two ways. It goes forward or backward as the case may be and is applicable to any manufacturer who wants to sell his product and use advertising as a helpmate to accomplish the purpose.

The growth and value in using illustrations in advertising has become self-evident. Also, to those who watch the trend of things, the development of line drawings and line cuts has been growing at a pace almost amazing. As to this type of illustration, it lends itself admirably to create imaginative and artistic atmosphere as well as having advantages for technical emphasis in demonstrating mechanical features not possessed by photographs.

But for printing, and here lies the great advantage, it may be used on rough cheap papers as well as on the highest grade antique and classical finished papers for Folder, Booklet, and "de luxe" Catalogue work.

The suggestion we make is this:—When planning your campaign for sales, spend just a little time longer before putting the prepara-



tory work in hand and see if illustrations cannot be made which in size or proportion and treatment will be applicable to both newspaper work and your Booklet, Folder and Catalogue printing. You will save greatly by this in both Art Work and Engraving and also improve the cohesion and follow up phase of your advertising.



FUTURE BUSINESS MEN

TWO boys were selling lemonade for the same stand. In front of one bowl was a sign: "Five cents a glass." In front of a second bowl was a sign: "Two cents a glass." An old gentlemen stopped, looked at the signs, and bought a glass of lemonade at two cents. He smacked his lips and ordered another.

When he had finished he asked: "How do you expect to sell any lemonade at five cents when you offer such a good drink at two cents?"

"Well, mister, it's this way," said one of the boys: "The cat fell in that two-cent bowl about fifteen minutes ago, so we thought we'd better sell it out fast before the news spread too far."

Exchange.



By the way how many people do you know who have really read Darwin's Origin of Species?

Anyway the monkey business in Dayton used a lot of paper. Unfortunately we admit with the exception of newsprint not a great deal was "Made in Canada."



TO THE POINT

Last fall, one of our residents found it necessary to make a business trip to the South during the hottest months. As it was quite cool here when he left, it did not occur to him that the underwear he was accustomed to wearing might be uncomfortable in a warmer climate.

A few days later his wife received the following telegram: "S.O.S. B.V.D.'s. P.D.Q." —*Pep.*

* * *

HE GOT THE JOB

A want ad for an office boy brought many applicants. One little fellow gave the young lady at the information desk a scribbled note for immediate delivery to the boss, which when opened, read:

"I'm the last kid in the line. Don't do anything until you see me."

He got the job. He used his head. —*Ex.*

* * *

A good rule for the manufacturer who wishes to establish his product beyond cut price attacks. *Say it often but say it well.* Even greater than price is the quality appeal.





Complete Paper Service

*From Idea to Post Box From Order to Delivery
From Ledger Debits to Private Ledger Credits
From Incorporation to Stocks and Bonds*

HOWARD SMITH PAPER MILLS
 "Beaver S" line of papers will clothe
 your thoughts, carry your records
 and register your wealth. In other words
 we make paper for Letterheads, Booklets,
 Catalogues, Covers, Accounting and Internal
 Forms, and Investment Securities as well as
 the only Canadian Made Blotting Paper.

*Our Blue Book and full range of samples
 for convenience are yours for the asking*

HOWARD SMITH PAPER MILLS
 LIMITED

138 MCGILL ST.

MONTREAL

